

JANUARY SALE DEPARTMENTS
INCLUDE

Muslins
Sheets
Pillow Cases
Spreads
Blankets
Table Linens
Towels
Towelings

Pillows
Flannels
Comfortables
Lace Curtains
Portieres
Aprons
Corsets—Brassieres
White Goods

HEARN

Founded 1827
FOURTEENTH STREET WEST OF FIFTH AVE.

Store Open 9 to 5:30

23rd JANUARY SALE

The Great Shopping Event of the New Year

Cotton is scarce, and its price per pound is about a third more than last year. Cotton is the material used in most of the merchandise in the January Sale. Keep these facts in mind as you read over the sale lists and note how very low are our prices.

We bought our stocks before cotton went up. Now we are in a position to save you the big difference between the new and the old costs, in addition to the savings which our quantity buying for cash and specially cut prices contribute to make HEARN sales worth while.

Our Customers Expect Our Sales to Be Business Achievements
Everything Advertised On Sale Both Tuesday and Wednesday

January Sale Misses' and Children's Undermuslins

All the pretty, serviceable lingerie young girls require for day, for night, for school, for dress, is to be had in our January Sale assortments, featuring such notable values as these below:

Children's Muslin Drawers—hemstitched hem and tucks—1 to 12 years—were .28 and .38. **.18**
Misses' and Children's Cambric Drawers—daintily made knickers, in sizes to 12 years—and straight drawers with tucked and hemstitched ruffles, sizes 14 and 16 years—were .58. **.36**
Children's and Misses' Sateen Bloomers—with double elastic at knees—pink or white—good quality—full cut—sizes 8 to 18 years—were .68 and .78. **.48**
Misses' Petticoats—with deep embroidery flounce—were .68. **.41**
Children's Muslin Nightdresses—dainty embroidery run with ribbon—sizes 1 to 12 yrs.—were .78. **.55**
Misses' Soft Muslin Nightdresses—with yokes of sheer embroidery run with ribbon—sizes 16 to 18 years—were .88. **.58**
Children's Princess Slips—two pretty styles with lace and good embroidery trimming—sizes 6 to 14 years—were .88. **.63**
Children's Princess Slips—good quality—with embroidery trimming—sizes 6 to 14 years—were \$1.19. **.85**
Children's and Misses' Batiste Princess Slips—attractively trimmed with val lace edging and inserting and fine embroidery edging—sizes 6 to 16—were \$1.68. **1.19**
Misses' and Children's Batiste Bloomers—pretty styles, with lace trimming—sizes 6 to 18 yrs.—were \$1.08. **.86**
Children's One-Piece Cambric Pajamas—drop seat—frog trimmed—were .97. **.68**
Misses' and Children's Nightdresses—good selection of styles—trimmed with lace, embroidery and ribbon—sizes 2 to 18 years—were \$1.48. **1.14**

Two Specials in SILKS

Favorite silks for all the year round.

39-Inch Canton Crepes—Soft, draping quality—street and evening colors and black—were \$2.95. **2.54**
39-Inch Crepe de Chine—fine crepe weaves—lustrous—light and dark colors in demand—were \$1.45. **1.22**

January Sale BLANKETS

Nothing gives one a more comfortable night's rest than plenty of light, warm blankets. The higher prices on cotton and wool put a sufficient supply beyond the reach of most pocketbooks, but the purchases we made earlier in the season for the January Sales, we made at lower prices and sell in the January Sale on the same basis. If you buy at you need now, your savings will be large, and your blankets will have a lasting quality.

Cotton Blankets—plaid—variety of color combinations—size 64x76 (single blanket)—to-day's value \$1.38. **1.00**
Plaid Blankets—finished like wool—variety of color combinations—3-inch bindings (single blanket)—to-day's value \$2.48. **1.84**
Cotton Blankets—gray, with contrasting color borders—full size—today's value \$2.56. **2.21**
All-Wool Blankets—plaid—in various colors—weight 5 lbs.—size 70x90—3-inch solette binding—today's value \$9.94. **6.75**
All-Wool Plaid Blankets—several color combinations—3-inch bindings—size 66x80 and 70x80—today's value \$11.94. **8.21**
All-Wool Blankets—white with colored borders—size 72x84—today's value \$13.97. **10.24**
Camp Blankets—wool and cotton mixed—khaki colored with contrasting border—today's value \$3.47. **2.93**
Imported All-Wool Auto and Traveling Rugs—an assortment of color combinations—today's value \$10.97. **7.25**
Finer Rugs to \$49.95.
Handsomely Laid's Wool Blankets—white with colored borders—cut and bound singly with 3-inch satin or taffeta bindings—boxed—today's value \$27.94. **20.50**
Handsomely Laid's Wool Blankets with All-Lamb's Wool Filling—cotton warp—single blankets—bound with 3-inch taffeta—size 72x84—today's value \$17.94. **12.93**
Finer Blankets to \$33.94 Pair.
Crib Blankets—cotton—white with colored borders—today's value .28. **.19**
Crib Blankets—finished like wool—white with 3-inch pink or blue silk bindings—today's value \$1.77. **1.17**
Crib Blankets—all-wool and nearly all-wool—white with pink or blue borders—shell stitched or with narrow silk bindings—today's value \$2.74. **2.10**
Crib Blankets—wool—white with pink or blue borders—size 36x54—today's value \$8.45. **5.96**
Finer Blankets to \$14.94

January Sales of Comfortables

FLORAL SILKALINE COMFORTABLES—white cotton filled—single size—were \$2.12. **1.67**
FLORAL SILKALINE COMFORTABLES—white cotton filled—well stitched—winter weight—full size—were \$4.37. **3.53**
COTTON-FILLED SILKALINE COMFORTABLES—floral silkalene—plain sateen borders—nicely stitched—full size—were \$5.65. **4.44**
LAMBS' WOOL FILLED COMFORTABLES—floral sateen—plain borders—filled with 100% pure lambs' wool—full size—nicely stitched—were \$7.33. **5.83**

January Sales of Table Linens

Quality linens that lend dignity to the humblest board, at January Sale prices, that reduce their cost to that of the ordinary.

OUR OWN IMPORTATION OF LINEN DAMASK
PATTERN CLOTHS—heavy quality—bleached—CLOTH—size 70x70—were \$6.50. **4.64**
size 70x88—were \$7.95. **5.94**
size 70x106—were \$8.95. **6.94**
NAPKINS—doz.—size 22x22—were \$7.95. **5.94**

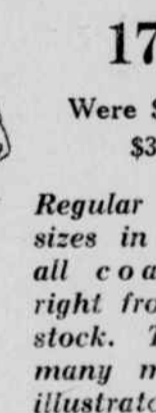
Bleached Linen Damask Napkins—size 22x22—doz. **3.88**
70-inch Bleached Linen Damask—floral designs—yd. **1.40**
70-inch Heavy Quality Bleached Linen Damask—yd. **2.21**
Heavy Quality Bleached Linen Damask Napkins—size 22x22—were \$6.35. doz. **5.15**
70-inch Bleached Linen Damask Pattern Cloths—ca. **2.85**
Special, ca. **2.85**
Hemstitched Linen Damask Sets—cloth, size 62x80—1 doz. napkins—were \$12.95. **9.47**
Size 66x84—1 doz. napkins—were \$16.95. **12.44**
Bleached Mercerized Lunch Cloths—hemstitched—size 58x58—were \$1.19. ca. **.90**
Bleached Mercerized Damasks—long wearing quality—yd. **.84**
Napkins to match—size 21x21—were \$2.95. doz. **2.44**
Mercerized Damask Napkins—size 18x18—doz. **1.22**
Bleached Mercerized Damask Pattern Cloths—size 64x71—were \$2.47. **1.77**
58-inch Bleached Mercerized Damasks—yd. **.39**
Buffet or Dresser Scarfs—effectively trimmed with lace—variety of patterns—were \$1.95. **1.37**
Hand-Embroidered Linen Doilies—rose, blue and white—were .85. **.58**
Attractive Sale Values in Towels Also

380 Women's Coats

17.77

Were \$29.73 to \$35.00

Regular and extra sizes in the lot—all coats taken right from regular stock. Two of the many models are illustrated.



January Sale RUGS

Rugs for a variety of uses, in an assortment of styles for each, are offered at the rock-bottom prices that the January Sale brings. They are the quality that wears, and in the harmonious patterns and tones that are in the present applies forcibly to the buying of a rug.

Many of our styles are depleted to the extent of only one or two of a pattern. These have been arranged in two groups—comprising Seamless Velvet Rugs—small plain colors with patterned borders—also combinations—9x12 ft. **38.41**
8.3x10.6 ft. **36.41**
7.6x9 ft. **27.50**
6.9 ft. **21.97**
27x54 inch **3.67**
Heavy Fringed Royal Wiltons—complete selection of patterns—blue, rose, tan and taupe combinations—9x12 ft. **84.50**
Seamless Brussels Rugs—well covered designs—tans and blues—8.3x10.6 ft. **20.97**
7.6x9 ft. **16.41**
27x54 inch **2.21**
Seamless Best Wilton Velvets—slight misweaves—blue, brown and combinations—9x12—were \$74.50. **59.88**
Reversible Wool Fibre Rugs—cretonne colorings—artistic novelty designs—also plain centres with figured borders—8x9 ft. **11.27**
8.3x10.6 ft. **16.27**
9x12 ft. **17.97**
Finest Wiltons, Wilton Velvets, Axminsters, Tapestries, Chenille and other kinds—8.3x10.6 and 9x12 ft.—Clearance Prices.

The New Flat Crepe DRESSES

For Misses and Women
Special 47.50

Handsome creamy Venise lace, which imitates the real exceptionally well, forms the yoke and part of the sleeves in the new model of flat crepe illustrated. This dress comes in Lanvin green and ashes of roses. Other desirable new styles may be had in navy, black and brown at this price.



Special Values Hand Bags

Many styles from which to choose—all smart, well made and much reduced in price

Hand Bags—silk, leathers and duvetyne—black and colors—envelope and pouch styles—were \$1.97. **1.50**
Moire and Duvetyne Hand Bags—also black and colored leathers—kodak, carriage, Fannier and envelope shapes—were \$2.94. **2.50**
Silk and Leather Hand Bags—including styles in pin seal—were \$4.87. **3.97**
Boston Bags—of cowhide, lined with leather—limited quantity—were \$5.25. **4.00**
Drawing Bag—steel, jet blue and green—were \$8.00. **5.00**
Imported Leather Traveling Cases—with American made watch—for office, home or traveling. **Special 3.00**
Pin Seal Wallet—with pass and bill fold. **Special 1.50**
Envelope Hand Bags—with top handle, change compartment and dependable watch—were \$2.94. **2.25**
Razor Case Sets—good razor with 6 blades—each in box—limited quantity. **Special .50**
Leather Change Purses—good frames—limited quantity. **Special .27**
Kerato Shopping Bags—two handles—were .97. **.50**

Special Values in LACES

For Costume and Decoration Needs

Spanish Lace

Allovers

Special 1.47 yard

Value \$1.77

Heavy quality—black and colors.

Russian Filet Laces

Special .32 yard

15 inches wide—suitable for curtains, scarfs and bedspreads—several designs.

Flannels January Sale

The numerous uses that one has for flannels, especially in winter, become even more numerous, as a matter of economy, when costs are cut to the low level of January Sale prices. And they are especially low in view of the present greatly increased price on cotton and wool.

25-Inch Soft Bleached Domets—To-day's value .18. **.12 1/2**
25-Inch Bleached Domets and Canton Flannels—To-day's value .21. **.14**
27-Inch Bleached Domets, 27-inch and 29-inch Bleached Cantons—Today's value .26 and .30. **.18**
All-Wool Plain White Flannels for baby's wear—Today's value \$2.42 Yd. **1.84**
Wool and Cotton Mixed Plain White Flannels—for baby's wear—Today's value \$1.04. **.78**
27-inch Robe Cloths—variety of patterns—for bath robes, smoking jackets and many other uses—Today's value .58. **.44**
Table Felt—54 inches wide—Today's value \$1.02. **.75**
REMNANTS OF FLANNELS
All Wool and wool mixed, white or colored, including Robe Cloths, Novelty Shirts, bleached or unbleached Domets and Canton Flannels, Table Felt and Table Pads at January Sale Prices.

Silk Hosiery

Favorite styles and qualities at special prices.

Hearn's **SUPREMACY** Women's Silk Hosiery—black, cordovan, gray, fawn and other colors—were \$1.77. **1.54**
Misses' All Silk Hosiery—full fashioned—black, white, cordovan. **Special .99**
Children's All Silk Ribbed Hosiery—sizes 4 1/2 to 6 1/2—were \$1.17. **.80**
Women's Wide Top Point Hose—black—were \$2.97. **2.42**

MORNING SPECIALS

Tuesday and Wednesday Until 1 P. M.

To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

\$1.97 All Wool Crepes. **1.52**
47-inch—sponged and shrunk—brown, navy and black. DRESS GOODS—MAIN FLOOR.
\$1.47 Georgettes. **1.18**
39-inch—large assortment of light and dark shades. SILKS—MAIN FLOOR.
19 ct. Outing Flannels. **.12 1/2**
Fleecy nap—for suitcases for undergarments for every member of the family. WASH FABRICS—BASEMENT.
57 ct. and 67 ct. Silk and Cotton Mulls. **.44**
35-inch—various shades of blue, green, pink, lavender, helio, purple, etc.—high lustre. WASH FABRICS—BASEMENT.
32 ct. New Current Scrims. **.18**
Yard wide—double border or colored crossbar. CURTAININGS—BASEMENT.
\$3.00 New Nottingham Curtains. **2.17**
Neat or showy borders—white and ecru. CURTAINS—BASEMENT.
\$3.37 Silkoline Comfortables. **2.77**
Winter weight—full size—cotton filled—nicely stitched. COMFORTABLES—BASEMENT.
\$2.74 Women's Crepe Kimonas. **2.27**
In breakfast coat style—pretty floral patterns—pippings of plain crepe on front, sleeves and pockets—size 36 to 46. KIMONAS—SECOND FLOOR.
18 ct. Women's Cotton Hosiery. **.12 1/2**
Black and white—sizes 8 1/2 to 10. HOSE—MAIN FLOOR.
\$23.50 Men's Suits. **17.75**
All wool in wanted styles and shades—cassimeres and tweeds—size 34 to 42. MEN'S CLOTHING—MAIN FLOOR.
\$1.57 Men's Cotton Ribbed Under Suits. **1.37**
Tan or grey—Reis and other well known makes. MEN'S UNDERWEAR—MAIN FLOOR.

January Sales Babies' & Tots' DRESSES

It costs but a small amount to keep little children looking fresh as roses when their dresses may be chosen so attractively and bought so inexpensively as in the January Sale.

Infants' Nainsook Slips—lace and embroidery trimming—were .77. **.48**
Infants' Nainsook Slips and Gowns—yokes and bishop styles—were .97. **.70**
were \$1.47. **1.00**
were \$1.77. **1.24**
were \$1.97. **1.52**
Little Tots' Tub Dresses—gingham and chambray—with or without patterns—sizes to 6 years—were \$1.47. **.96**
Christening Sets—two pieces—lace and embroidery trimming—were \$4.97. **3.88**
Little Tots' Fine White Dresses—lace and embroidery trimming—were \$1.24. **.84**
Little Tots' Rompers and Creepers—gingham and chambray—sizes to 6 years—were \$1.24. **.96**
January Sale Values on Babies' Woollens also.

January Sale Towelings

Better quality towelings for lower prices is what January Sale offers.

Extra Heavy Cotton Crash Towelings—for dish and rollers—were .17. **.12**
Pure Linen Crash Towelings—assorted borders in red and blue—good wearing quality—were .29. **.21**
Heavy All Linen Crash Towelings—well assorted colored borders—also linen glass checks—were .33. **.30**
Extra Heavy Scotch Crash Towelings—for dish and roller towels—assorted red and blue borders—were .60. **.49**
72-Inch Pure White Irish Linens—suitable for sheets, cases, art embroidery, etc.—were \$3.00. **2.29**